

A CALL TO MEMBERS OF THE COMMUNITY FOR LEADERSHIP TO PLAN AND IMPLEMENT A COMMUNITY GARDEN

January 9 through February 16, 2012

CLOSING DATE: February 16, 2012 AT 6:00 P.M.

I. INTRODUCTION

iMesa is a grassroots citizen driven effort to develop transformative community projects that will "Build a Better Mesa." The iMesa Community Garden Initiative grew from a citizen recommendation to "*Foster the development of an Urban Garden.*"

This popular idea has generated a lot of interest on the iMesa site and the City is looking to connect with citizens on this initiative. The City of Mesa invites an individual, a group, or an organization to submit a proposal regarding the planning and implementation of a community garden.

II. OBJECTIVE

The objective of this project is to find an individual or team who can take on a leadership role for a community garden initiative. Leadership tasks would include determining community interest in a public garden, identifying a garden location, identifying cost and funding/grants/sponsorship availability, and implementation and establishment of the garden site.

III. SCOPE OF WORK

The iMesa Community Garden Project is expected to require the following responsibilities:

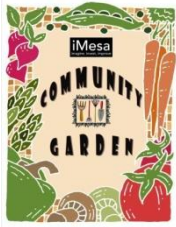
- Establish an organizational or steering committee for decision making
- Develop project goals and an implementation plan
- Form a communication and marketing plan
- Create partnerships and other community connections
- Establish a timeline for accomplishing project implementation
- Manage implementation plan

III. CITY OF MESA COMMITMENT

The City of Mesa will agree to enter into negotiations with the selected leadership members to provide cooperative funding for a portion of startup costs which may include getting water to the site, waiving development or permit fees, fencing and/or other amenities. More information can be found at www.mesaaz.gov/sustainability/CommunityGarden.aspx

IV. APPLICANT ELIGIBILITY

Anyone is welcome to submit a proposal (see attached proposal framework). Those with the strongest proposals will be invited for an interview with the City of Mesa and community members for a final selection.



iMesa Community Garden Leadership Team Proposal

DESCRIPTION OF PROJECT GOALS

Project goals include creating a planning/steering committee, site selection, fundraising, determining garden layout, developing guidelines and community garden agreements for participants. Visit Mesa's Web page for planning toolkits and many other resources:

www.mesaaz.gov/sustainability/CommunityGarden.aspx

PROPOSAL FORMAT

Eligible proposals MUST include contact information, a narrative, and timeline. Deadline for submittal is Feb. 16, 2012. **Be sure to attend the City of Mesa Living Green Workshop on Saturday, Jan. 21 at 1:30 p.m. at Mesa Main Library, *Dig In! Steps to Starting a Community Garden* (www.mesaaz.gov/sustainability).**

CONTACT INFORMATION for Project

- Name(s) or organization(s) (if applicable)
- Complete Mailing Address(es)
- Telephone(s) and Email Address(es)

NARRATIVE

In no more than 2000 words, please address the following questions:

1. **ORGANIZATION/TEAM DESCRIPTION:** Describe yourself, your organization and/or project team. Who are your staff and/or your collaborators? What skills and/or experience do you and/or your organization possess that demonstrates your ability to successfully execute the project? Or how you would create an organizing team or steering committee?
2. **PROJECT GOALS & IMPLEMENTATION PLAN:** What goals do you propose for the project? Describe the components and activities for this project. What steps do you expect to take to implement the community garden?
4. **PROMOTION AND MARKETING:** How will you find participants for the project? What marketing opportunities do you expect to use?
5. **PARTNERSHIPS:** What partnerships and/or collaborations do you propose for the project? Please detail the specific partnerships you've established or want to establish.
6. **COMMUNITY CONNECTIONS:** At what stage(s) does the project engage the community and how? What role will community members have in the project and how will they be included? Who do you think this project will serve and how?

ATTACHMENTS REQUIRED

- **TIMELINE:** Please list when the activities described in your implementation plan and elsewhere in the proposal will take place. A list of activities with corresponding approximate dates is sufficient.
- **SUPPORTING DOCUMENTS AND/OR IMAGES** (Optional): Please submit any others additional materials with your application which will be helpful in evaluating your proposal.

PROPOSAL SUBMISSION

Submit your proposal:

Mail: iMesa Community Garden Initiative, PO Box 1466, Mesa, AZ 85211, Attn: Donna DiFrancesco

Fax: 480-644-4774 or

E-Mail: donna.difrancesco@mesaaz.gov

Questions – Contact Donna DiFrancesco, 480-644-3334 or donna.difrancesco@mesaaz.gov